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MARKETING RESEARCH DEPARTMENT REPORT

MRD # : 81036

DATED: November 6, 1981

WRITTEN BY: Jerry Isaacs

SUBJECT: HTI Test of Production Y79-3 Merit 85 NMF Versus An Experimental Y83-1 Merit 85 mm NMF Blend with 150-B-RL (Project #: 7091/7092)

OVERVIEW

The Merit 85 mm NMF smokers directionally preferred the Y83-1 Merit blend with 150-B-RL (56%) to production Y79-3 Merit (44%). Qualitatively, some of these smokers preferred the Y83-1 Merit blend because it had "good taste/tobacco flavor."

When asked specifically about taste and draw, these Merit smokers perceived the Y83-1 Merit blend with 150-B-RL to have "more taste" and an "easier draw" than the Y79-3 Merit blend.

The low tar king size smokers equally preferred the production Y79-3 Merit blend (53%) to the Y83-1 Merit blend with 150-B-RL (47%). Qualitatively, these smokers perceived the experimental Merit to "burn throat/irritate mouth and throat" vis-a-vis 79-3 Merit. Additionally, preferrers of 79-3 Merit found it to have "easy draw".

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FILE: MERIT

Source: https://www.industrydocuments.ucsf.edu/docs/mkkk0000

HTI TEST OF PRODUCTION Y79-3 MERIT 85 NMF VERSUS AN EXPERIMENTAL Y83-1 MERIT 85 MM NMF BLEND WITH 150-B-RL

BACKGROUND

The purpose of this test was to assess consumer acceptance of an experimental Y83-1 Merit 85 mm NMF blend with 150-B-RL relative to production Y79-3 Merit 85 NMF. Analytically, the two products were not different in any of the characteristics tested. This test was conducted via mail placement/telephone callback among Merit 85 mm NMF smokers and Low Tar (3-13) 80/85 mm NMF smokers. Both products were tested blind in plain white coded packages.

FINDINGS

Merit 85 mm NMF Smokers

1. The Merit 85 mm NMF smokers directionally preferred the Y83-1 Merit blend with 150-B-RL (56%) to production Y79-3 Merit (44%). This preference is consistent across demographic subgroups with the exception of males who equally preferred both products.

   The average ratings assigned by these smokers to each cigarette on "1" (worst) to "5" (best) scale were 3.58 for the Y83-1 Merit blend with 150-B-RL and 3.41 for the Y73-3 Merit blend.

   (See Tables 1 & 2)

2. When asked specifically about taste, these smokers perceived the Y83-1 Merit blend (40%) to have somewhat "more taste" than the Y79-3 Merit blend (29%). Within the various demographic segments, younger (significantly), and male (directionally), Merit smokers perceived the Y83-1 blend to have more taste than Y79-3.

   (See Table 3)

3. When asked about draw, these Merit smokers indicated that the Y79-3 Merit blend (36%/24%) had the easier draw. Within the various demographic segments, younger (significantly), and male (directionally) smokers perceived the Y79-3 Merit blend to have an easier draw.

   (See Table 4)

4. When asked specifically about harshness, these smokers did not single out one product over the other (Y79-3 28%/Y83-1 24%).

   (See Table 5)

5. A review of the remaining qualitative data (Reasons For Preference - Table 6; Dislikes - Table 7) indicates that these smokers preferred the Y83-1 Merit blend because it had "good taste/tobacco flavor".

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Source: https://www.industrydocuments.ucsf.edu/docs/mkkk0000

Low Tar (3-13) 80/85 mm NMF Smokers

6. The low tar (3-13) king size smokers equally preferred the production Y79-3 Merit blend (53%) to the Y83-1 Merit blend with 150-B-RL (47%). Among the demographic subgroups, none of the margins was statistically significant.

   The average ratings assigned by these smokers on a "1" (worst) to "5" (best) scale confirm the overall preference in that both products were rated the same -- 3.30 for the Y79-3 Merit blend versus 3.22 for the Y83-1 Merit blend.

   (See Tables 1 & 2)

7. When specifically questioned on taste level, ease of draw, and harshness, these smokers were unable to isolate any meaningful differences between the two products.

   (See Tables 3, 4 & 5)

8. A review of the remaining qualitative data (Reasons for Preference - Table 6; Dislikes - Table 7) indicates that these smokers perceived the experimental Merit to "burn throat/irritate mouth and throat" vis-a-vis 79-3 Merit. Additionally, preferrers of 79-3 Merit found it to have an "easy draw".

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OVERALL PREFERENCE

Merit 85 mm NMF Smokers

		Average Ratings (1=Worst; 5=Best)
Base: Those who made the test	(154)	
	%	
Prefer Merit blend Y79-3	37 (44)	3.41
Prefer Merit blend Y83-1 with 150 B RL	47 (56)	3.58
No Preference	16	

Low Tar (3-13) 80/85 mm NMF Smokers

		Average Ratings (1=Worst; 5=Best)
Base: Those who made the test	(232)	
	%	
Prefer Merit blend Y79-3	44 (53)	3.30
Prefer Merit blend Y83-1 with 150 B RL	40 (47)	3.22
No Preference	16	

TABLE 1

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Source: https://www.industrydocuments.ucsf.edu/docs/mkkk0000

OVERALL PREFERENCE: BY SUBGROUPS

Merit 85 mm NMF Smokers

Base: Those in each group	Total (154) %	Sex: Male (67) %	Sex: Female (87) %	Age: Under 35 (69) %	Age: 35 & Over (85) %
Prefer Merit blend Y79-3	37	42	33	36	38
Prefer Merit blend Y83-1 with 150 B RL	47	45	49	43	51
No Preference	16	13	17	20	12

Low Tar (3-13) 80/85 mm NMF Smokers

Base: Those in each group	Total (232) %	Sex: Male (112) %	Sex: Female (120) %	Age: Under 35 (90) %	Age: 35 & Over (142) %
Prefer Merit blend Y79-3	44	44	44	46	43
Prefer Merit blend Y83-1 with 150 B RL	40	38	41	34	43
No Preference	16	18	15	20	14

TABLE 2

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Source: https://www.industrydocuments.ucsf.edu/docs/mkkk0000

TASTE LEVEL

Merit 85 mm NMF Smokers

Base: Those in each group	Total (154) %	Sex: Male (67) %	Sex: Female (87) %	Age: Under 35 (69) %	Age: 35 & Over (85) %
Merit blend Y79-3 has more taste	29	25	31	25	32
Merit blend Y83-1 with 150 B RL has more taste	40	42	38	45**	35
No Preference	32	33	31	30	33

Low Tar (3-13) 80/85 mm NMF Smokers

Base: Those in each group	Total (232) %	Sex: Male (112) %	Sex: Female (120) %	Age: Under 35 (90) %	Age: 35 & Over (142) %
Merit blend Y79-3 has more taste	35	30	39	30	38
Merit blend Y83-1 with 150 B RL has more taste	33	36	31	38	30
No Preference	32	34	30	32	32

* Significant at the 90% confidence level.

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TABLE 3

Source: https://www.industrydocuments.ucsf.edu/docs/mkkk0000

EASE OF DRAW

Merit 85 mm NMF Smokers

Base: Those in each group	Total (154) %	Sex: Male (67) %	Sex: Female (87) %	Age: Under 35 (69) %	Age: 35 & Over (85) %
Merit blend Y79-3 has an easier draw	36	39	34	41*	33
Merit blend Y83-1 with 150 B RL has an easier draw	24	21	26	17	29
No Preference	40	40	39	42	38

Low Tar (3-13) 80/85 mm NMF Smokers

Base: Those in each group	Total (232) %	Sex: Male (112) %	Sex: Female (120) %	Age: Under 35 (90) %	Age: 35 & Over (142) %
Merit blend Y79-3 has an easier draw	33	34	32	31	34
Merit blend Y83-1 with 150 B RL has an easier draw	27	23	30	30	25
No Preference	41	43	38	39	42

* Significant at the 90% confidence level.

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TABLE 4

Source: https://www.industrydocuments.ucsf.edu/docs/mkkk0000

HARSHNESS LEVEL

Merit 85 mm NMF Smokers

Base: Those in each group	Total (154) %	Sex: Male (67) %	Sex: Female (87) %	Age: Under 35 (69) %	Age: 35 & Over (85) %
Prefer Merit blend Y79-3 is harsher	28	24	31	25	31
Prefer Merit blend Y83-1 with 150 B RL is harsher	24	28	21	25	24
No Preference	47	48	47	51	45

Low Tar (3-13) 80/85 mm NMF Smokers

Base: Those in each group	Total (232) %	Sex: Male (112) %	Sex: Female (120) %	Age: Under 35 (90) %	Age: 35 & Over (142) %
Prefer Merit blend Y79-3 is harsher	30	25	35	29	31
Prefer Merit blend Y83-1 with 150 B RL is harsher	32	37	28	38	29
No Preference	37	38	37	32	40

TABLE 5

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Source: https://www.industrydocuments.ucsf.edu/docs/mkkk0000

REASONS FOR PREFERENCE

	Smokers Of:			
	Merit 85 mm NMF		Low Tar (3-13) 80/85 mm NMF	
	Preferred Y79-3	Preferred Y83-1	Preferred Y79-3	Preferred Y83-1
Base: Those preferring either cigarette	(57) #	(73) #	(102) #	(92) #
Taste	27	52	65	52
Good taste/tobacco flavor	12	26	26	21
Mild flavor/not harsh	7	9	14	14
Strong flavor	4	7	14	11
Good/no bad aftertaste	1	6	12	7
Strength	27	20	39	40
Not harsh	18	13	20	25
Mild/not strong	5	7	8	7
Mild/not harsh	3	1	11	11
Ease In Smoking	25	20	35	20
Easy draw/smoke	16	14	27	8
Even drawing	14	7	12	12
Effect On Mouth And Throat	23	22	47	27
Didn't burn mouth/not irritating	21	24	44	26
Burning Qualities	4	6	6	4
Coolness	--	1	4	2
Physical Characteristics	1	5	6	4
Miscellaneous	7	8	11	19
Similar/same as regular brand	3	2	5	10
Satisfying	2	4	5	6

TABLE 6

1002917045

Source: https://www.industrydocuments.ucsf.edu/docs/mkkk0000

DISLIKES ABOUT EACH CIGARETTE

	Smokers Of:			
	Merit 85 mm NMF		Low Tar (3-13) 80/85 mm NMF	
	Y79-3	Y83-1	Y79-3	Y83-1
Base:	154		232	
	#	#	#	#
Taste	37	27	53	66
Flavor too mild/not enough flavor	14	10	17	20
Left bad aftertaste	11	4	14	20
Flavor too strong	7	6	8	19
Poor flavor/disliked taste/ no true tobacco taste	4	6	2	9
Strength	29	24	45	46
Too strong (harsh), not mild enough	22	22	31	38
Too mild	6	2	14	7
Effect On Mouth And Throat	27	30	37	54
Burned throat/irritated mouth and throat	24	29	29	49
Burning Qualities	20	11	12	11
Burned too fast	16	7	9	7
Difficulty In Smoking	8	11	18	18
Not easy drawing/didn't smoke well	8	10	18	16
Physical Characteristics	3	2	2	3
Filter	2	2	7	7
Coolness	1	2	3	4
Miscellaneous	5	5	13	9
Not satisfying	5	4	8	3

TABLE 7

1002917046

Source: https://www.industrydocuments.ucsf.edu/docs/mkkk0000

OVERALL PREFERENCE WEIGHTED

Merit Smokers

	Actual Preference Scores (154) %	Weighted Preference Scores (154) %
Preferred Control Merit Y79-3	37	38
Preferred Experimental Merit Y83-1	47	47
No Preference	16	16

Other Low Tar 3-13 mg. 80/85 mm Smokers

	Actual Preference Scores (232) %	Weighted Preference Scores (232) %
Preferred Control Merit Y79-3	44	44
Preferred Experimental Merit Y83-1	40	39
No Preference	16	17

Weighting Procedure - • Equal treatment for order of trial within age/sex groups.

• Incoming sample weighted by age within sex profile of the smoker universe which the sample represents.

APPENDIX TABLE 1

1002917047

Source: https://www.industrydocuments.ucsf.edu/docs/mkkk0000

TO: Mr. J. E. Wickham DATE: June 26, 1981

FROM: Elizabeth Chambers

SUBJECT: HTI 7091/7092
Submitted by L. Long

7091 = M1CB = Red U22 and Black C88 = Control Y79-3 Merit 85 Cigarettes

7092 = M1CC = Red C88 and Black U22 = Experimental Y83-1 Merit 85 Cigarettes With 150-b RL

The experimental Y83-1 Merit 85 cigarettes (M1CC) with 150-B RL were not different from the control Y79-3 Merit 85 cigarettes (M1CB) in any of the characteristics tested.

	Control	Experimental
	Y79-3 Merit 85	Y83-1 Merit 85 With 150-B-RL
IBM Code	M1CB	M1CC
HTI #	7091	7092
Smoke		
Butt Length, mm	35	35
FTC Tar, mg/cigt.	8.6	8.7
Nicotine, mg/cigt.	0.65	0.60
Puffs/cigt.	8.3	8.0
Filtration Eff., %	59	59
Cigarette		
Total RTD, in. of H_2O	5.0	5.0
Static Burn. Time, min.	7.5	7.5
Length, mm	84.5	84.4
Circumference, mm	25.0	24.9
Paper		
Additive, type	Cit.	Cit.
Porosity, sec.	16	14
Filter		
RTD, in. of H_2O	4.5	4.6
Length, mm	27.2	27.0
Weight, g	0.19	0.19
Tipping paper length, mm	32	32
Dilution, %	28	29
Filler		
Total alkaloids, %	1.63	1.64
Total reducing sugars, %	4.8	4.5
Wt. of tob., g	0.670	0.670
Rod Density, g/cc	0.235	0.237

EC:rrs

cc: Mr. B. A. Soyars
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Mr. W. G. Lloyd
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